

The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting **Oct 23**

**Still leading the industry:
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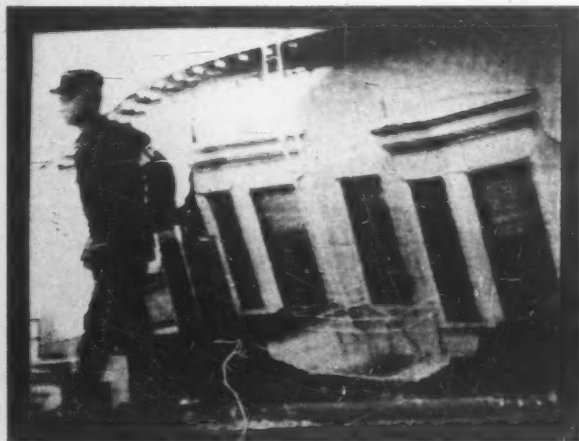
50th Year 1989

Broadcasters scramble to
cover California
earthquake

Fifth Network?...MCA and Paramount are reportedly in discussions to launch another broadcast network three nights a week.

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Catastrophic coverage...Media scrambles to cover



CBS News

California earthquake, unveiling tragedy as it unfolds. Local broadcasters shine. PAGE 36.

Technology '89...

BROADCASTING's annual report on state of the art technology looks at technical advances in TV and radio, where innovations could lead business in 1990's, and how broadcasters plan to pay for them. PAGE 43.

39/ NOVEMBER'S FINEST

In upcoming November sweeps, networks hitch their wagons to shorter mini-series and specials.

40/ IT'S SHOWTIME FOR TCI

Largest cable MSO takes 50%, nonmanagement stake, in pay service for \$225 million.

68/ ABC MOVES AHEAD

With help of its strong Tuesday night schedule, ABC

breaks NBC's 68-week ratings winning streak.

69/ SYNDICATION UPDATE

Paramount's *Hard Copy* makes headway against first-run syndication leader *A Current Affair*; King World maintains its grip on top two positions with nationally ranked *Wheel of Fortune* and *Jeopardy!*, and Buena Vista scores with *Chip 'n' Dale*.

77/ HIRING DELAY

Sony Corp.'s attempt to hire new management team of Peter

Guber and Jon Peters for Columbia Pictures ends up in court.

72/ CUT SHORT

United States Telephone Association officials are asked to back cable-telco bill during annual convention that is abbreviated by San Francisco earthquake.

73/ HEADING FOR COMPROMISE

Year-long dispute over changing program funding method for public TV moves closer to resolution.

75/ MIPCOM REPORT

MIPCOM international TV program market in Cannes, France, is stage for U.S. and



European program production and distribution deals, as well as ongoing debate about impact of Europe's anti-U.S. programing quotas.

78/ RADIO FINANCIAL REVIEW

National Association of Broadcasters-Broadcast Financial Management Association survey finds increased portion of radio stations' revenue coming from local advertising.

81/ CABLE-STATION CONNECTION

Executives of broadcast stations and cable systems are entering initial discussions to set up local news operations on cable.

82/ STATE TV

Report by California nonprofit group recommends

public affairs TV network modeled on C-SPAN.

86/ INNER PERSPECTIVE

Former FCC general counsel Diane Killory assesses agency under chairmanship of Dennis Patrick and her role as part of inner circle.

88/ CABLE KUDOS

Cable industry gets praise from Senator Al Gore for its children's programming.

111/ TWOSOME

Brokers Richard Kozacko and Keith Horton have combined to carve out niche in Northeast.

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BY THE NUMBERS 1

ABC won the week, ending NBC's winning streak at 68 weeks. The last time ABC won was Week 23 of the 1987-88 season, ended February 28, 1988. (ABC, running the Winter Olympics all seven nights, took that week with a 20.5 rating and a 31 share over NBC's 15.6/24 and CBS's 13.5/21.)

For this season's Week four, ABC won with a 14.8/25.3. NBC was second with a 13.8/23.4. CBS ended with a 12.5/21.2. Total households delivered dropped down from Week three's 38.7 million



households to 37.9 million, coming close to Week two's 37.7 million.

ABC's *Doogie Howser, M.D.*, pictured at right, tied for 18th place this week and won its time period with a 16.2/26. That score is down from the show's first week rating of 20.7, when it ran on Tuesday. In its Wednesday night, 9 p.m. slot, the show's best rating has been Week three's 16.5.

ABC also won the news race with a 9.9/21 over CBS's 9.3/19 and NBC's 9.0/19. There were only

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Rank/rating □ Network □ Show

1	26.1/41	A	<i>Roseanne</i>
2	23.5/40	N	<i>Cosby Show</i>
3	22.4/37	N	<i>Cheers</i>
4	21.7/36	N	<i>Different World</i>
5	▼ 21.3/33	A	<i>Wonder Years</i>
6	▼ 19.9/33	A	<i>Who's the Boss?</i>
7	19.5/35	N	<i>Golden Girls</i>
8	▲ 19.0/30	C	<i>Murder, She Wrote</i>
9	▼ 18.7/30	A	<i>Chicken Soup</i>
10	18.4/30	N	<i>Dear John</i>
11	18.3/33	N	<i>Empty Nest</i>
12	▼ 18.2/32	C	<i>60 Minutes</i>
13	▼ 17.9/28	C	<i>Country Music Awards</i>
14	▼ 17.8/31	A	<i>Growing Pains</i>
14	▼ 17.8/29	A	<i>Head of the Class</i>
16	17.4/28	A	<i>World Series, game 2</i>
17	16.7/32	N	<i>Hunter</i>
18	▼ 16.2/26	A	<i>Doogie Howser, M.D.</i>
18	16.2/30	A	<i>World Series, game 1</i>
20	▼ 16.0/28	A	<i>NFL Monday Night Football</i>
21	15.5/26	N	<i>Unsolved Mysteries</i>
22	▲ 15.4/25	C	<i>CBS Sunday Movie</i>
23	15.3/25	N	<i>NBC Sunday Movie</i>
24	▼ 15.1/24	M	<i>NBC Monday Movie</i>
25	▼ 15.0/27	C	<i>Knots Landing</i>
26	▼ 14.8/29	A	<i>Full House</i>
26	▼ 14.8/24	C	<i>Jake and the Fatman</i>
28	▼ 14.7/23	N	<i>Hogan Family</i>
29	14.5/23	N	<i>Marlock</i>

Rank/rating □ Network □ Show

30	▼ 14.4/23	N	<i>ALF</i>
31	▼ 14.2/23	A	<i>Anything But Love</i>
32	▼ 14.1/22	C	<i>Major Dad</i>
33	▼ 14.0/24	A	<i>Childhood</i>
34	13.9/25	A	<i>China Beach</i>
35	13.5/25	N	<i>Amen</i>
36	▼ 13.1/25	A	<i>Family Matters</i>
36	▼ 13.1/24	A	<i>Perfect Strangers</i>
38	▼ 13.0/26	A	<i>20/20</i>
39	12.8/20	N	<i>Night Court</i>
40	12.7/23	N	<i>L.A. Law</i>
41	▲ 12.6/23	C	<i>Dallas</i>
42	12.5/21	N	<i>NBC Tuesday Movie</i>
43	▼ 12.4/23	A	<i>Just the Ten of Us</i>
44	▲ 12.2/20	C	<i>48 Hours</i>
45	▼ 11.9/19	C	<i>Rescue: 911</i>
46	11.8/22	N	<i>227</i>
47	▼ 11.6/20	C	<i>Island Son</i>
48	▼ 11.5/21	C	<i>Wiseguy</i>
49	▼ 11.4/19	A	<i>MacGyver</i>
49	11.4/17	N	<i>My Two Dads</i>
51	▼ 11.2/17	F	<i>Married...With Children</i>
52	▼ 11.1/17	C	<i>People Next Door</i>
53	11.0/22	C	<i>Falcon Crest</i>
53	11.0/22	A	<i>World Series, pregame</i>
55	▼ 10.7/18	A	<i>Young Riders</i>

Week 4 □ Oct. 9-Oct. 15

Rank/rating □ Network □ Show

56	10.6/21	N	<i>Mancuso, FBI</i>
57	10.4/18	A	<i>World Series, pregame</i>
58	10.3/17	N	<i>Nut House</i>
59	▼ 10.1/18	A	<i>Life Goes On</i>
60	10.0/18	N	<i>Hardball</i>
61	9.9/19	N	<i>Baywatch</i>
61	9.9/18	N	<i>Quantum Leap</i>
61	9.9/15	N	<i>Sister Kate</i>
61	▼ 9.9/16	C	<i>Wolf</i>
65	▼ 9.8/16	C	<i>Top of the Hill</i>
66	▼ 9.6/17	A	<i>PrimeTime Live</i>
67	▼ 9.2/15	F	<i>America's Most Wanted</i>
68	▼ 8.7/15	A	<i>Mission: Impossible</i>
68	▼ 8.7/16	C	<i>Paradise</i>
70	8.6/15	N	<i>Magical World of Disney</i>
71	▼ 8.4/13	F	<i>Totally Hidden Video</i>
72	▼ 8.0/13	C	<i>Peaceable Kingdom</i>
73	▼ 7.9/15	C	<i>Snoops</i>
74	▼ 6.9/12	C	<i>Tour of Duty</i>
75	▼ 6.9/9	F	<i>Open House</i>
75	▼ 6.0/12	C	<i>Sat. Night With Connie Chung</i>
77	▼ 5.7/8	F	<i>Alien Nation</i>
78	▼ 5.4/8	F	<i>21 Jump Street</i>
79	4.9/8	F	<i>21 Jump Street, special</i>
80	▼ 4.5/8	F	<i>Cops</i>
81	▼ 4.3/7	F	<i>Tracey Ullman Show</i>
82	▼ 3.0/6	F	<i>Reporters</i>
83	▼ 3.1/6	F	<i>Garry Shandling's Show</i>
84	▼ 2.5/4	F	<i>Beyond Tomorrow</i>

Guide to symbols

▼ —Down from last week ▲ —Up from last week

Source: Nielsen Media Research

■ —Premiere broadcast

FREEZE FRAMES: Syndication Scorecard *

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune (King World)	12.6	222	95
2	Jeopardy! (King World)	11.3	207	96
3	Oprah Winfrey Show (King World)	9.3	204	97
4	Cosby Show (Viacom)	8.7	197	96
5	Current Affair (20th Century Fox TV)	8.5	176	93
6	Entertainment Tonight (TPE)	7.6	160	92
7	Wheel of Fortune wknd. (King World)	7.5	194	89
8	Chip 'N Dale special (Buena Vista Television)	6.6	153	95
9	Disney Magic, II special (Buena Vista Television)	6.5	139	86

Nielsen weekly pocketpiece

Week ended Oct. 8

Rank	Program (Syndicator)	Rtg	Stns	Covg
10	Donahue (Multimedia)	6.1	220	94
11	Geraldo! (Paramount Domestic TV)	5.5	189	97
12	Star Search (TPE)	4.9	154	93
13	Chip 'N Dale (Buena Vista Television)	4.5	168	96
13	Family Feud synd. (LBS Communications)	4.8	119	81
15	Mama's Family synd. (Warner Bros. Dom. TV)	4.6	157	84
15	People's Court (Warner Bros. Domestic TV)	4.6	164	88
The following shows were rated, but not ranked				
	World Wrestling Federation (WWF)	8.3	242	96

Source: Nielsen and Broadcasting's own research

BY THE NUMBERS 2

Summary of Broadcasting & Cable

BROADCASTING			
SERVICE	ON AIR	CP's ¹	TOTAL ²
Commercial AM	4,968	255	5,220
Commercial FM	4,234	774	5,008
Educational FM	1,401	255	1,656
■ Total Radio	10,603	1,284	11,884
Commercial VHF TV	547	21	568
Commercial UHF TV	535	206	740
Educational VHF TV	122	6	128
Educational UHF TV	220	25	245
■ Total TV	1,424	257	1,681
VHF LPTV	300	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	624	1,713	2,337
FM translators	1,778	320	2,098
VHF translators	2,717	115	2,832
UHF translators	2,167	439	2,606

CABLE†	
Total subscribers	50,897,080
Homes passed	73,900,000
Total systems	9,500
Household penetration‡	56.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. ‡ Construction permit. § Instructional TV fixed service. ¶ Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continued from page 14

four programs that moved up in rank, all from CBS. *Murder, She Wrote* moved from 10th a week ago to eighth, recording a 19.0/30. The CBS Sunday Movie, "The Big Easy," pulled in a 15.4/25 and brought the two-hour slot up from 42nd place in Week three when the network ran "Mystic Pizza." *Dallas* moved up two positions to finish in 41st place. Thursday night's *48 Hours*, which featured a report on marijuana, delivered a 12.2/20 to move the show up from 52nd to 44th.

For the week of days, CBS won Monday night with a 16.2/25.1. ABC was second with a 15.2/31.9. Tuesday went to ABC's 19/31 over NBC's 13.2/21.7 and CBS's 11.1/12.2. Wednesday also went to ABC, as did Friday.

NBC won Thursday with an 18.6/31.7 and took Saturday with a 16.1/29.9.

CBS pulled comfortably ahead for its one night win, Sunday, which the network took with a 17.7/9. For the previous week, CBS and NBC were neck-and-neck, but CBS won that Sunday with a 14.8/24.5 to NBC's 14.7/25.1.

MarketScope

Three days after the Dow Jones Industrial Average plunged 190.58 points and the S&P Industrial's dropped 25.72 points, the S&P managed to climb back up 10.54 points and close on Oct. 18 at 390.22. That's still down from Oct. 11's close of 407.40. The 130 stocks tracked by the Stock Index had 13 advances, 112 declines and five unchanged for the seven-day period ended last Wednesday. That advance-decline ratio was way down from the previous period's 54 advances to 57 declines, with 19 unchanged. The interim change in the advance-decline ratio, from Wednesday, Oct. 11, to Friday, Oct. 13, was 11-99, with 20 unchanged. From the Friday crash to Wednesday's close, the advance-decline ratio pushed upward, changing to 45-68, with 17 unchanged.

Stock Index Notes: † Toronto. ‡ American. N NYSE. O NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.



STOCK INDEX 1

BROADCASTING										BROADCASTING WITH OTHER MAJOR INTERESTS									
Closing		Closing				Market				Closing		Closing				Market			
Wed	Wed	Net	Percent	P/E	Ratio	Capita-				Wed	Wed	Net	Percent	P/E	Ratio	Capita-			
Oct 18	Oct 11	Change	Change	Ratio(100,000)						Oct 18	Oct 11	Change	Change	Ratio(100,000)					

BY THE NUMBERS 3

STOCK INDEX 2

	Current						Previous					
	Closing			Change			Closing			Change		
	High	Low	Net	Percent	P/E	Volume	High	Low	Net	Percent	P/E	Volume
	Oct 18	Oct 19	Change	Change	Ratio	Shares	Oct 18	Oct 19	Change	Change	Ratio	Shares
BROADCASTING												
A. BROADCASTING INC.	34 1/2	33 3/4	- 1/8	-0.23	14	2,230	34 1/2	33 3/4	- 1/8	-0.23	14	2,230
B. BROADCASTING INC.	28 1/2	27 3/4	- 1/8	-0.28	7	5,380	28 1/2	27 3/4	- 1/8	-0.28	7	5,380
C. BROADCASTING INC.	21 3/4	21 1/4	- 1/4	-0.43	23	480	21 3/4	21 1/4	- 1/4	-0.43	23	480
D. BROADCASTING INC.	28 3/4	28 1/4	- 1/4	-0.42	14	380	28 3/4	28 1/4	- 1/4	-0.42	14	380
E. BROADCASTING INC.	8 1/2	8 1/4	- 1/4	-1.50	11	410	8 1/2	8 1/4	- 1/4	-1.50	11	410
F. BROADCASTING INC.	42 3/4	42 1/4	- 1/4	-0.58	21	10,240	42 3/4	42 1/4	- 1/4	-0.58	21	10,240
G. BROADCASTING INC.	142	142	0.00	0.00	47	142	142	142	0.00	0.00	47	142
H. BROADCASTING INC.	27 3/4	27 1/4	- 1/4	-0.47	14	4,760	27 3/4	27 1/4	- 1/4	-0.47	14	4,760
I. BROADCASTING INC.	1 1/4	1 1/4	0.00	0.00	1	1	1 1/4	1 1/4	0.00	0.00	1	1
J. BROADCASTING INC.	24 1/4	24 1/4	0.00	0.00	18	1,800	24 1/4	24 1/4	0.00	0.00	18	1,800
K. BROADCASTING INC.	28 3/4	28 1/4	- 1/4	-0.55	17	2,330	28 3/4	28 1/4	- 1/4	-0.55	17	2,330
L. BROADCASTING INC.	48 1/4	48 1/4	0.00	0.00	17	1,190	48 1/4	48 1/4	0.00	0.00	17	1,190
M. BROADCASTING INC.	281 3/4	281 3/4	0.00	0.00	21	3,730	281 3/4	281 3/4	0.00	0.00	21	3,730
CABLE												
N. CABLE INC.	34 1/2	34 1/2	0.00	0.00	18	1,800	34 1/2	34 1/2	0.00	0.00	18	1,800
O. CABLE INC.	28 1/2	28 1/2	0.00	0.00	14	1,400	28 1/2	28 1/2	0.00	0.00	14	1,400
P. CABLE INC.	21 3/4	21 3/4	0.00	0.00	23	480	21 3/4	21 3/4	0.00	0.00	23	480
Q. CABLE INC.	28 3/4	28 3/4	0.00	0.00	14	380	28 3/4	28 3/4	0.00	0.00	14	380
R. CABLE INC.	8 1/2	8 1/2	0.00	0.00	11	410	8 1/2	8 1/2	0.00	0.00	11	410
S. CABLE INC.	42 3/4	42 3/4	0.00	0.00	21	10,240	42 3/4	42 3/4	0.00	0.00	21	10,240
T. CABLE INC.	142	142	0.00	0.00	47	142	142	142	0.00	0.00	47	142
U. CABLE INC.	27 3/4	27 3/4	0.00	0.00	14	4,760	27 3/4	27 3/4	0.00	0.00	14	4,760
V. CABLE INC.	1 1/4	1 1/4	0.00	0.00	1	1	1 1/4	1 1/4	0.00	0.00	1	1
W. CABLE INC.	24 1/4	24 1/4	0.00	0.00	18	1,800	24 1/4	24 1/4	0.00	0.00	18	1,800
X. CABLE INC.	28 3/4	28 3/4	0.00	0.00	17	2,330	28 3/4	28 3/4	0.00	0.00	17	2,330
Y. CABLE INC.	48 1/4	48 1/4	0.00	0.00	17	1,190	48 1/4	48 1/4	0.00	0.00	17	1,190
Z. CABLE INC.	281 3/4	281 3/4	0.00	0.00	21	3,730	281 3/4	281 3/4	0.00	0.00	21	3,730
PROGRAMMING												
AA. PROGRAMMING INC.	3	3	0.00	0.00	1/8	1/8	3	3	0.00	0.00	1/8	1/8
AB. PROGRAMMING INC.	2 7/8	2 7/8	0.00	0.00	1/8	1/8	2 7/8	2 7/8	0.00	0.00	1/8	1/8
AC. PROGRAMMING INC.	24 3/4	24 3/4	0.00	0.00	1318	2,300	24 3/4	24 3/4	0.00	0.00	1318	2,300
AD. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	34	340	19 3/4	19 3/4	0.00	0.00	34	340
AE. PROGRAMMING INC.	6	6	0.00	0.00	7/8	7/8	6	6	0.00	0.00	7/8	7/8
AF. PROGRAMMING INC.	130 3/4	130 3/4	0.00	0.00	28	16,180	130 3/4	130 3/4	0.00	0.00	28	16,180
AG. PROGRAMMING INC.	8 7/8	8 7/8	0.00	0.00	7/8	7/8	8 7/8	8 7/8	0.00	0.00	7/8	7/8
AH. PROGRAMMING INC.	2 3/8	2 3/8	0.00	0.00	3	3	2 3/8	2 3/8	0.00	0.00	3	3
AI. PROGRAMMING INC.	16 1/2	16 1/2	0.00	0.00	7	7	16 1/2	16 1/2	0.00	0.00	7	7
AJ. PROGRAMMING INC.	1 7/8	1 7/8	0.00	0.00	1/8	1/8	1 7/8	1 7/8	0.00	0.00	1/8	1/8
AK. PROGRAMMING INC.	3 3/8	3 3/8	0.00	0.00	5/8	5/8	3 3/8	3 3/8	0.00	0.00	5/8	5/8
AL. PROGRAMMING INC.	32 7/8	32 7/8	0.00	0.00	11	625	32 7/8	32 7/8	0.00	0.00	11	625
AM. PROGRAMMING INC.	3/4	3/4	0.00	0.00	2/8	2/8	3/4	3/4	0.00	0.00	2/8	2/8
AN. PROGRAMMING INC.	62 1/2	62 1/2	0.00	0.00	22	4,564	62 1/2	62 1/2	0.00	0.00	22	4,564
AO. PROGRAMMING INC.	8 7/8	8 7/8	0.00	0.00	3	3	8 7/8	8 7/8	0.00	0.00	3	3
AP. PROGRAMMING INC.	1 3/8	1 3/8	0.00	0.00	1/8	1/8	1 3/8	1 3/8	0.00	0.00	1/8	1/8
AQ. PROGRAMMING INC.	110 3/4	110 3/4	0.00	0.00	2	2	110 3/4	110 3/4	0.00	0.00	2	2
AR. PROGRAMMING INC.	28 3/4	28 3/4	0.00	0.00	30	300	28 3/4	28 3/4	0.00	0.00	30	300
AS. PROGRAMMING INC.	27 1/4	27 1/4	0.00	0.00	12	1,200	27 1/4	27 1/4	0.00	0.00	12	1,200
AT. PROGRAMMING INC.	2 7/8	2 7/8	0.00	0.00	32	320	2 7/8	2 7/8	0.00	0.00	32	320
AU. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
AV. PROGRAMMING INC.	4 3/8	4 3/8	0.00	0.00	30	300	4 3/8	4 3/8	0.00	0.00	30	300
AW. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
AX. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
AY. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
AZ. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BA. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BB. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BC. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BD. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BE. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BF. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BG. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BH. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BI. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BJ. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BK. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BL. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BM. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BN. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BO. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BP. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BQ. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BR. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BS. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BT. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BU. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BV. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BW. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BX. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BY. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
BZ. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CA. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CB. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CC. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CD. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CE. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CF. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CG. PROGRAMMING INC.	19 3/4	19 3/4	0.00	0.00	30	300	19 3/4	19 3/4	0.00	0.00	30	300
CH. PROGRAMMING INC.	19 3/4	19 3/4	0.00									

tions—but who's enforcing them?

The solution to the interference problem involves two points: First, the FCC should establish an interference rating system. Consumer electronic equipment, including TV sets, should be tested to see how likely it is to malfunction when used near an amateur or CB transmitter. The commission should require the manufacturer to label the equipment with its "interference rating," so that consumers would know how likely this TV/VCR/other device was to show funny lines or other signs of interference. Second, the commission should step up enforcement of its existing Part 15, which regulates the radiation of radio signals by devices other than radio transmitters (like oilless popcorn poppers, which seem to put out more RF than my ham transmitter).

As those involved in HDTV transmission know, space in the VHF/UHF spectrum is scarce. We can't afford to waste large chunks of frequencies for "guard bands" to protect cheap TV sets that can't tell the difference between TV channels and ham bands.—Doug Smith, amateur radio operator W9WI, Madison, Wis.

Carolina congratulations

EDITOR: In the aftermath of Hurricane Hugo, there are some radio stations that should be thanked and congratulated for their service during the storm.

Of particular note should be WPDQ(AM) (formerly WAPE(AM)) Jacksonville, Fla., which provided emergency information for Charleston and coastal South Carolina, and WHTK(FM) Port Royal, which was able to broadcast information shortly afterwards. In Charleston, WXTG-FM, WKQB(FM) and WPAL(AM) were able to get back on the air soon afterwards, and they provided complete, accurate and much needed information from a local perspective. They all did an excellent job.

As a competitor of some of these stations, I take pleasure in commenting on their professionalism and valiant efforts.—Lawrence O. Thompson, president and general manager, WAVF(FM) Hanahan, S.C. (Charleston).

Employment addenda

EDITOR: This is a response to the "Monday Memo" by Bruce D. Goodman in your Sept. 18 issue. I agree with his statement, "Unless and until owners and managers recognize that their employees are human beings, they can reconcile themselves to an endless series of lawsuits."

During my 35-plus years in television I worked for six different managers at three different stations. Two of those managers were outstanding. One has contributed more to good television on the local level and to the areas that they served than anyone I have met during my career in television.

Mr. Goodman presented a viewpoint for the owners and managers. I would like to add some points for the employee. First of all, document everything possible. Know your rights and options. If you are age 40 and older the Federal Age Discrimination in Employment Act (ADEA) prohibits discrimination in employment against most

people in this age group. A common but illegal pattern is stretching out raises for older workers over longer and longer periods of time. The ADEA prohibits discrimination in hiring, advancement and training, compensation, demotions, age harassment and mandatory retirement (there are narrow exceptions to this general prohibition). Study the employee handbooks and manuals. If the employment applications include the statement that "employment is terminable at will," then have your attorney look it over...the same for offer letters. Employment should be a two-way street. And most important, do not sign releases without legal advice.

If your evaluations are within corporate's estimates of where 50%-60% of what the staff level should be and meets their high level of expectations, there's no guarantee that you will have the job by the time your next evaluation comes around. It happened to me. I worked at my last station for 18 years and had good evaluations. On the morning of the day that I was discharged I received notice from corporate that my manager had recommended me for a yearly bonus and it had been approved by the board. I was wrongfully terminated at the end of the workday. This manager had high praises for me at two different department heads' meetings during the preceding two months before my termination. He was the local sales manager at a sister station and was promoted to general manager 10 months after coming to our station as general sales manager. I was replaced by a person 20 years younger with lesser qualifications. I have since filed with the EEOC and expect my case will end up in federal court.—Al Helton, Austin, Tex.

Clean up the act

EDITOR: After 40 years in the business, I'm almost ashamed to admit I'm a radio broadcaster...thanks to fallout from the ongoing "indecent" controversy.

To be sure, community/national standards have changed over the years, but no one had to tell any legitimate broadcaster then or now what constitutes poor taste, let alone "indecent."

I feel sorry for those called "broadcasters" who in the name of "competition" or "marketplace" or "First Amendment freedom" defend or excuse the garbage on so many stations. These same so-called "broadcasters" could achieve the same impact, at far less cost, by sticking a live mike in the bathroom or locker room at any high school. Why pay big bucks (or any bucks) to largely untalented jocks to mouth the same words and phrases?

Why are some owners and managers willing to trade their reputations (and possibly their licenses) for what they hope may be an extra share point or two? Those who say to the commission: "List the unacceptable words/subjects" have my pity. These hypocrites should enter another line of work. They're pimps, but won't admit it.

If radio wants to be respected and treated as a primary medium, we'd better tend to our housekeeping.—Peter M. Bardach, president, WSUS(FM) Franklin, N.J., and WRBA(FM) Panama City, Fla.

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